



Module 5 - How to Create a Realistic Content Marketing Plan – Summary Cheat Sheet

What Plan Can You Realistically Commit to?

Key Takeaway:

- ✓ Content creation takes a lot of time and effort
- ✓ Create a realistic plan to help you commit to doing what it takes
- ✓ Your content plan is different from an editorial calendar

- ✓ Start by answering the following questions:
 - What's your top goal?
 - What products or services will be your focus?
 - Who is your ideal customer or client?
 - Which content areas will you focus on most?

How much time and resources can you realistically commit to each area?

- ✓ Decide how much you can commit to each area
- ✓ Needs will differ with each – ongoing vs. one-off projects





What content do you already have that you can leverage to save time?

- ✓ Cut down on your workload by reusing old content you have lying around
- ✓ Awareness
 - Update blog posts
 - Cut up for social media posts
 - Turn webinars into podcasts or text
- ✓ Lead Generation
 - Blog post series as eBook
 - Update old information products
 - Turn a course into a webinar
- ✓ Relationship Building
 - Turn old blog posts into email messages
 - Offer old paid products to subscribers
 - Offer influencer interviews
- ✓ Paid Content
 - Bundle content together to sell
 - Offer updated content in a membership site
 - Update old sales pages

What type of content do you enjoy creating?

- ✓ For best results focus on what your audience likes
- ✓ But adjust your plan to focus on what you enjoy
- ✓ It will be of a higher quality

- ✓ You probably have a good idea of what you enjoy
- ✓ If you don't enjoy parts, you might need to delegate them





Mixing Content Types

- ✓ Content may overlap into more than one category
- ✓ Mix types within your plan's aims

Measuring the Results of Your Content Marketing

- ✓ Measure results in objective ways to determine if you're achieving goals
- ✓ Find metrics to match each goal

- ✓ For awareness, measure the number of people consuming your content
- ✓ Measure lead generation by who takes the action you're encouraging
- ✓ Look at sales to measure paid content

- ✓ Relationship content is the hardest to measure
- ✓ You'll build up relationships gradually which is not measureable
- ✓ Look for engagement and interaction to measure

- ✓ Set aside regular time to monitor results
- ✓ Choose a handful of metrics to watch
- ✓ It may take some time

- ✓ Look only at relevant data
- ✓ Repeat what produces results





Create a One-Page Content Marketing Plan

- ✓ Put it all together in a one-page outline
- ✓ Create a concise summary that can be taken in at a glance
- ✓ Describe what content you'll create for each area

- ✓ Include:
 - Goal
 - Your one-year business goal and how content fits into it
 - Product, service, or topic focus
 - Narrow it down to one clear focus
 - Target Audience
 - Demographics and psychographics
 - Content Plan
 - This includes what kind of content you will share and when
 - Content for each area
 - Awareness Content
 - Lead Generation Content
 - Paid Content
 - Relationships Content
 - How you will measure results

